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### Healthy People 2020 Launch in December

*Healthy People* articulates overarching goals and tracks movement toward established targets. As we prepare for the next decade, the initiative aims to unify the national dialogue about health, motivate action, and encourage new directions in health promotion, providing a public health roadmap and compass for the country.

[www.healthypeople.gov/2020](http://www.healthypeople.gov/2020)

## Big Promises for Arkadelphia

For the second time, an Arkansas community, Clark County, has received a promise of college for their students. The announcement was made at the high school stadium Tuesday evening, November 17<sup>th</sup>. The program, called Arkadelphia Promise, is privately funded by Southern Bancorp, in partnership with the Ross Foundation. The program is modeled after the El Dorado program, which was started in 2007 by Murphy Oil. Governor Mike Beebe spoke along with Dr. Wesley Cluck, co-chair of the Clark County Strategic Plan. (Both are pictured at right.)

The program is set up to fund the cost of tuition and mandatory fees up to the rate of the most expensive public university in Arkansas for graduating seniors for at least the next 18 years.

Students will be able to use the money at in-state or out-of-state public or private universities. This funding will make up the shortfall that other tuition-based scholarships might leave. Students will have to meet the same academic requirements required for a lottery scholarship - a 2.5 grade-point average or a score of 19 or better on the ACT exam.

Other Clark County News - Arkansas Children's Hospital received a grant from the Ross Foundation to provide an ATV safety campaign in Clark County and surrounding communities. Plans are underway to meet with community and civic groups, doctors and ATV retailers. The grant will take place over a 1 year period.

Injury prevention was the topic for a Rotary meeting at noon on November 12<sup>th</sup>. Janet McAdams, SWR HHI Manager, spoke to the group on new data released from ADH highlighting a silent epidemic of deaths from injury in Arkansas. From 2003-2007 there were 1,215 unintentional deaths in 0-21 year

olds in AR according to the CDC. With good prevention efforts, about 2 child deaths could be prevented each week in Arkansas. She pointed out that the Injury Prevention Program is part of the new State Trauma System and is one of four Strategic Priorities of ADH. The new State Trauma System is a process which plans to be up and running over the course of the next year or two. The call center contract was just awarded to MEMS in Little Rock in October. There is an entirely new communication system statewide using AWIN, a wireless Motorola system. The communication system is on track to be up and running by January 1<sup>st</sup>.



## Color Me “Orange”

Hempstead County’s HOPE Coalition participated in the “Color Me” Program at the William Jefferson Clinton Primary School on November 11<sup>th</sup> and 18<sup>th</sup>. “Color Me” is the brainchild of Renee Sells, RN, Clinton Primary School Nurse. Ms. Sells wrote a grant for the primary school to help provide more fresh fruits and vegetables to students. Through this grant, the community has had an opportunity to reach out to the school and support healthy habits. A different community group presents a program to the primary students on Thursdays of each month. They each get assigned a color and they plan their program based on the vegetables or fruits that are the same color as the one they are assigned.

This program is designed to introduce children from Kindergarten to 2<sup>nd</sup> grade to different fresh produce and encourage them to increase their fruit and vegetable intake. A secondary target of the program is the family; it is also intended for the child to ask their parents for these fruits and vegetables to improve nutrition within the home.

In November the HOPE Coalition provided a program that focused on orange fruits and vegetables (carrots, pumpkins, peppers). The coalition’s skit was based around the “Old McDonald Had a

Farm” story. Old McDonald loved the color orange and he grew only orange produce. After the skit, the children were given some carrots and grapefruit to eat while coalition members discussed the nutrient value of each and how they grow. It was a fun way for students to learn about nutrition.



## More Red Ribbon Week Activities

Twenty five years ago a man named Enrique (Kiki) S. Camarena gave his life for his dream of a drug-free life for youth in his community. In remembrance of him, Congressman Duncan Hunter and high school friend Henry Lozano launched *Camarena Clubs* in Kiki’s hometown of Calexico, California. Hundreds of club members, including Calexico High School teacher David Dhillon, wore red ribbons and pledged to lead drug-free lives to honor the sacrifices made by Kiki Camarena and others on behalf of all Americans.

In 1985, shortly after his death, the first “*Camarena Club*” club members presented the “Camarena Club Proclamation” to then First Lady Nancy Reagan, bringing it national attention. Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of red ribbons nationwide during late October. The campaign was then sanctioned in 1988 with

President and Mrs. Reagan serving as honorary chairpersons.

Today, the eight-day celebration is sponsored by the National Family Partnership (previously known as the Federation of Parents for Drug Free Youth), and has become the annual catalyst to show intolerance for drugs in our schools, work places, and communities. Each year, during the last week in October, more than 80 million young people and adults show their commitment to a healthy, drug-free life by wearing or displaying the red ribbon. Red Ribbon Week eventually gained momentum throughout California and later the United States.

The Southwest Arkansas Special Prevention Units (SPU) teamed up for this year’s Red Ribbon Week to present positive life choice messages to over 3,500 elementary and junior high school students and community members.

The Miller County SPU, Making Right Choices (MRC) had the opportunity to understand the message of Red Ribbon Week on a more personal level when they met Officer Camarena’s wife in Little Rock. “I have grown up around law enforcement all my life and I guess I just never realized how important their job was to me until I met Mrs. Camarena” said Delana McDaniel, MRC chair.

The MRC, Ashdown and Blevins SPUs, and former Arkansas High SPU member and present AR Razorback Cheerleader, Shawn Burns teamed up for four separate presentations throughout three counties during the eight-days of celebrations at North Heights Junior High, College Hill and JK Hileman Elementary, Atlanta Primary, Blevins High School and the Second Annual Ashdown Community Block Event. During these events the SPU groups succeeded in getting over 3,000 drug-free commitments signed by students and community members.

## SW Regional Summit on Healthy Living

The Donald W. Reynolds Center on SAU campus was the site for the SW Regional Summit on Healthy Living. The summit was sponsored by HEALTH in Columbia County and funded through a Growing Healthy Communities Grant. The day began with a health-focused continental breakfast with over 50 students and community members in attendance.

Speakers and topics included "SAU Fit Club-making a lasting difference for today's generation" by Dean of Students Sandra Smith. This program is both a nutrition and fitness program with combination teams made up of both students and faculty. In 2008 the project grew to over 200 people making up over 30 teams. There are plans to coordinate this program into the Health and Wellness Center and offer 1 credit hour toward a PHED credit for students who participate.

Jo Ann Clark, RN, MNSc, CPNA, gave a talk on Childhood Obesity pointing out that the problem is global. She stated that China's

overall obesity rate has increased by an astronomical 97% during the past 10 years. She pointed out the many factors that contribute to the obesity problem and the economic consequences. Susan Jennings, Pediatric Nurse Practitioner, joined her to discuss a local obesity treatment option called Shape Down which is run through the Magnolia Hospital and open to youth, ages 6-18 years of age.

Kim Keith, Director of Community Solutions in the Department of Behavioral & Social Sciences at SAU, facilitated the summit but also gave a talk on social media. She

showed the group how to use Facebook to reach and engage students in meaningful health education information. Her talk included simple guidelines for incorporating social media into community health. Nursing professor Sherri

Baggett-McMinn got the group up and moving by demonstrating early childhood and after-school fitness activities.

Sarah Powell, SWR Rural Health Specialist, presented "You Are What You Eat". She showed and talked about a very successful community garden in Nashville AR which has been developed over the past few years. The project includes several community gardens, an organic demonstration garden and a new Farmer's Market.

The Regional Summit was open to the public.



## DASH "Celebrates Life"

Health is so very important and not always thought of until we lose it so DASH Coalition organized a World AIDS Day event held on

December 1<sup>st</sup> at the Fordyce Civic Center. Along with enjoying refreshments and Christmas carols, a very important disease was

brought to light for local residents. This event was designed to "Celebrate Life" by decorating a Christmas Tree with red and white ribbons. Red ribbons represent all those living with HIV/AIDS and the white

ribbons represent those who have died from the disease.

There are 524 people in southwest Arkansas who have HIV/AIDS and 254 people who have died from it. A lot more have never gotten tested because of the fear and stigma that is associated with it. Because of this, the event also hosted free testing with results available in approximately 20 minutes. A prayer and candle ceremony was held for all of the children who were innocently born with this disease.

This "Celebrate Life" event was designed to emphasize the epidemic in Arkansas. There have been 2,130 deaths from AIDS and 5,810 Arkansas residents are currently living with HIV/AIDS.







## SOUTHWEST REGION

**Sarah Powell, Editor - RHS**  
**Janet McAdams - HHI Regional Coord.**  
**Bonnie Carr - RHS**  
**Joni McGaha - HHI Coordinator**  
**Arnell Washington - RHS**

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## City of Nashville Receives “Growing Healthy Communities” Grant

The City of Nashville has received a grant to improve the community's access to healthy foods and encourage more active lifestyles. Joy Rockenbach, from the Arkansas Council of Obesity Prevention (ArCOP), visited a Howard County Farmers' Market Overseers' Committee meeting last summer and informed the group about a grant opportunity titled “Growing Healthy Communities”. She informed the Committee that five communities throughout Arkansas would be selected to participate in a program that would provide free training and technical assistance to develop a community-wide strategic plan to encourage more active lifestyles and healthy nutrition. Rockenbach said the five communities selected might also receive up to \$12,000 to develop the plan as well as funds to hold a “summit” to share what they develop with others. She said that because of the tremendous community involvement in building the Howard County Farmers' Market and demo garden, Nashville had a good chance of being selected as a grant recipient. The Overseers' Committee felt that it might be more appropriate for the City or County to take the lead on the grant application, with Howard County Farmers' Market as a participant. Subsequently, Master Gardeners Glenda Rice and Debra Bolding worked with several other committee members and Sarah Powell of the Arkansas Department of Health to draft an application which Nashville Mayor Mike Reese submitted in September.

Then, in November, Nashville received notice that the City would receive up to \$12,000 to implement an approved plan and up to \$3,000 to hold a “Growing Healthy Communities Summit”. A training workshop will be held next March at the Winthrop Rockefeller Center for the workgroup that will be drafting a plan. The goals of the proposed strategic plan fit into many of the goals already established by the Farmers' Market: to make healthy home-grown food more available to the community, to set up and maintain a community garden where those interested can come together to grow food that can be sold at the market, to help growers get certified in organic growing, to increase awareness to children about where our food comes from, and how to prepare it in a healthy manner, to develop walking/biking trails, to increase awareness of how to improve each person's quality of life, and to get the community involved in all of these goals.

## Around the Region

**Dallas County** Alliance Supporting Health (DASH) is one of 23 programs in Arkansas (out of 111 applicants), that will receive a new grant from the Blue & You Foundation for a Healthier Arkansas. In addition to the \$8,500 from Blue & You, DASH will also be awarded \$3,115 to further the goals of the Growing Healthy Communities work plan they developed and have been working on this past year.

In **Nevada County** the Women of Purpose Extension Homemakers organized a Women's Conference held Saturday, November 6<sup>th</sup> at the Munn's Chapel in Prescott with over 120 area women in attendance. The Arise, Restore, the Woman in You Conference had luncheon speakers Idonia Trotter from the Arkansas Minority Health Commission and Rev. Angela Brewster-Hopson from the Visitors Chapel AME Church in Hot Springs. There were three morning breakout sessions with topics in-

cluding: Eating to Love, Stress Reduction & Sleeping Techniques, and The Personal Journey. Fifteen vendors set up displays and mini massages or facials were available for participants to enjoy.

Edie Greenwood, CHNS did the breakout session focused on keys to stress reduction, improved sleep and relaxation. Edie had participants do a life inventory to identify their risks for stress, whether good or bad. Edie's top 5 tips: exercise, get eight hours of sleep, learn to say no, get a message, and laugh often.

**DeQueen-Mena** Educational Co-op CHNS, Cheryl Byrd, has been busy doing flu clinics, including some small community flu clinics by request and for those who had a difficult time getting to the clinics. In Sevier County these included Legacy Academy (private school), Sevier Co. Adult Developmental Center, Senior Citizen Center, County workers, housing authority, and last but not

least, the DMEC staff. Cheryl also provided CPR/First Aid training for Foreman teachers who staff the afterschool programs. The training took place at DMEC on November 15<sup>th</sup> with 4 teachers participating.

CHNS Cheryl Lindly will join her to provide training on "Medication Administration for Preschool Staff" to 20 preschool teachers and daycare providers at UACCH in Hope. This training will be provided at DMEC on December 10<sup>th</sup>.

**Nevada County** health unit administrator, Debbie Henderson, presented the “Know Stroke” video to 30 members of Shady Grove Baptist Church on Nov. 28<sup>th</sup>. Most members were unaware of new medication available to treat strokes caused from a blood clot. If treated quickly symptoms and disability can be averted. Prescott/Nevada County Health Alliance members also viewed and discussed Know Stroke at their monthly meeting.